



R E P O R T

Program Year 2012

(July 1, 2012 to June 30, 2013)

*Ronald G. Rios, Freeholder Director
Middlesex County Board of Chosen Freeholders*

*Jane Z. Brady, Director
Workforce Investment Board*

Middlesex County Workforce Investment Board
Report for Program Year 2012
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(INSERT PICTURE OF FREEHOLDER DIRECTOR)

MESSAGE FROM THE FREEHOLDER DIRECTOR

As Freeholder Director of the Middlesex County Board of Chosen Freeholders, and as liaison to the Workforce Investment Board, I am very pleased to provide this overview report for the program year 2012-2013. The Middlesex County Office of Workforce Development and the Middlesex County Workforce Investment Board have worked diligently to provide training services to our unemployed residents who need to upgrade their skills. This report also details the programs for our at-risk, out-of-school youth ages 16 to 21 and the programs for our customers in the Temporary Assistance to Needy Families program.

Through the use of U.S. Department of Labor and New Jersey Department of Labor and Workforce Development funds, our staff has been able to serve hundreds of customers during this program year. I encourage you to go to the web site, www.co.middlesex.nj.us/employment for a full picture of all the options available through these funds. With two (2) One-Stop Career Center locations in our County, residents can easily access the services at a location close to their residences.

This report also presents the services available to all the employers in our County as we strive to grow the economic base in Middlesex County through the services of the Business Resource Center at our New Brunswick location. From space for scheduled employment interviews on a particular date (positive recruitments), to referrals of qualified candidates for open jobs, to information on government grants for incumbent worker training, the Business Resource Center is “open for business.”

Should you have any questions or comments after reading this report, please feel free to contact Jane Brady, Director, at 732-745-3601 or via e-mail at jane.brady@dol.state.nj.us.

Together, we can be certain Middlesex County continues to be a great place to live and work.

**Ronald G. Rios
Freeholder Director**



EXECUTIVE SUMMARY

The Middlesex County Workforce Investment Board (WIB) was established by federal legislation when Congress passed the Workforce Investment Act (WIA) of 1998. The Board, appointed by the Middlesex County Board of Chosen Freeholders, is comprised of at least 51% private sector representatives and the balance of other mandatory representatives from education, human services and government. The private sector representatives should mirror the demographic makeup of Middlesex County as well as those businesses from demand occupations based on labor market data.

The Workforce Investment Board is a local partnership of private and public sector individuals who provide coordinated planning, policy guidance and oversight for all workforce investment programs and resources in Middlesex County. The core principles of New Jersey's workforce investment policies are:

- A successful system must be consumer-based and market-driven, and therefore, relevant to the needs of the employer;
- The true measures of success of the workforce development system must be the duration of employment and the wages paid to the graduates of programs;
- Attainment of fundamental levels of literacy and basic skills lies at the heart of the workforce investment system; and
- There must be full utilization of all potential workers.

In the upcoming year, the Middlesex County WIB will use any and all criteria established by the State Employment and Training Commission regarding skill level and competency guidelines to be used as a basis for the selection of skill training programs and competency curriculum in the local areas.

WIB MEMBERSHIP

Middlesex County Workforce Investment Board Membership Directory
Program Year 2012

Jill Schiff, Chair
Earl Wiggley, Vice-Chair
Amy Bellisano, Secretary

| | |
|-------------------------|---|
| Gloria Aftanski | United Way of Central Jersey |
| Amy Bellisano | Woodbridge Center Property LLC |
| Fred Bruno | System Freight, Inc. |
| Roseann Bucciarelli | Middlesex County College |
| Robert Davis | Operating Engineer Local 825 |
| Alan Fialka | Roosevelt Care Center |
| Lisa Fiore | Jewish Family & Vocational Services |
| Janice Fishbein | Division of Vocational Rehabilitation |
| Nicholas Gacos | Colorado Cafe |
| Lorrie Ginegaw | Middlesex Water Company |
| Maria Gonzalez | NJDOL&WD, Division of Programs & Services, New Brunswick |
| Alan Haveson | Lee Linear Company |
| Dan Henrickson | WMGQ-FM/WCTC-AM |
| Jim Homyak | Marlabs, Inc. |
| Adrienne Keaton | One-Stop Operator |
| Tom Lankey | Solaris Health System |
| Melyssa Lewis | Middlesex County Office of Human Services |
| Lina Llona | Doubletree Hotel |
| Brian Loughlin | Middlesex County Vocational and Technical Schools |
| Maryann Lovas | Provident Bank |
| Angela Mackaronis | Middlesex County Board of Social Services |
| Iris Moncion | Puerto Rican Action Board |
| William Nagy | Iron Workers Union |
| James Perry | Piscataway Township Public Works |
| Joseph Picone | WithumSmith+Brown |
| Robin Ritter-Ceriello | Cassidy Turley Real Estate Services |
| Senovia Robles | Perth Amboy Adult School |
| Barbara Roos | Edison Chamber of Commerce |
| Jill Schiff | Building Contractors Association of NJ |
| Kathaleen Shaw | Middlesex County Department of Business Development & Education |
| Richard Skorupski | Meeker Sharkey Associates, LLC |
| Samuel Stewart | Interim Executive County Superintendent of Schools |
| Michelle Suskind | Community Child Care Solutions |
| Charles E. Tomaro | Middlesex County Board of Chosen Freeholders |
| Bernice Proctor Venable | AlphaGraphics |
| Joanne Vogel | Con-Way Freight |
| Earl Wiggley | Sunny Delight Beverages Company |

FACILITIES

The Middlesex County Workforce Investment Board provides services in 2 locations in the county.

- 1) 550 Jersey Avenue, New Brunswick is a comprehensive One-Stop Career Center with four (4) core partners in the facility: the N.J. Department of Labor & Workforce Development Employment Service, Unemployment Insurance, Division of Vocational Rehabilitation (DVR) and WIA services. This site also includes one(1) of the two (2) Workfirst New Jersey (WFNJ) Programs for this county.
- 2) 161 New Brunswick Avenue, Perth Amboy, is a One-Stop Career Center with all the core partners, except DVR. This site is the second WFNJ site for this county as well.
- 3) One (1) of our two (2) Youth One-Stops is located at 161 New Brunswick Avenue, Perth Amboy. Our youth program, Middlesex County 4 Youth Opportunities Unlimited (MC4YOU) operates out of this location to provide career and employment counseling and free training opportunities to eligible out-of-school 16-21 year olds.
- 4) Our second Youth One-Stop is located at the One Stop Career Center at 550 Jersey Avenue in New Brunswick. This MC4YOU site provides the services as noted in #3.
- 5) The Learning Links, 12 station computer labs with certified instructors, available in both the New Brunswick and the Perth Amboy One-Stop Center, provide computer assisted training in basic reading and math skills, and basic computer skills.

Complete descriptions of the services available at each location are contained within this report.

C O M M I T T E E S

(Purpose, Membership & Goals)

EXECUTIVE COMMITTEE

Purpose: The Executive Committee is responsible for ensuring that all WIB responsibilities, policies and tasks are carried out in accordance with appropriate WIA rules/regulations, conducts Board business in between full board meetings, ensures that a meeting agenda is set, minutes sent out, and that the Strategic Plan is being implemented and monitored. Membership of the Executive Committee consists of the Workforce Investment Board officers and Chairs of the various Workforce Investment Board committees.

* * * * *

SYSTEMS PERFORMANCE COMMITTEE

Purpose: The Systems Performance Committee shall develop, assess, and negotiate criteria, standards and performance goals for the workforce development system, its providers, and develop customer satisfaction criteria. This committee is responsible for One-Stop planning, policy development and oversight and evaluation of the One-Stop operation and the workforce investment system and ensures coordination between workforce programs and services. Membership of the Systems Performance Committee shall consist of Executive Committee members.

PLANNING/RESOURCES COMMITTEE

Purpose: The Planning/Resources Committee is responsible for:

- 1) Gathering community resource data, identifying gaps;
- 2) Providing policy and program development guidance and recommendations to effectively create and implement the County WIA Plan, its modifications, and/or changes to said plan and monitors implementation of local WIB Plan; and
- 3) Encourages resource usage and collaboration that can impact positively the development and expansion of the local workforce system.

COMMITTEE MEMBERS

| | |
|--|--|
| <i>Roseann Bucciarelli, Chair</i> | Middlesex County College |
| Baden Almonor | NJDOL&WD, Division of Programs & Services, Perth Amboy |
| Adrienne Keaton | One-Stop Operator |
| Melyssa Lewis | Middlesex County Office of Human Services |
| Lina Llona | DoubleTree by Hilton |
| Vin Samuel | NJDOL&WD, Bureau of Labor Market Information |
| Michelle Suskind | Community Child Care Solutions |
| George Ververides | Middlesex County Planning Department |

YOUTH INVESTMENT COUNCIL

OVERALL GOAL: *Develop a comprehensive, coordinated network of services to enable WIA eligible youth to achieve financial independence through employment by obtaining education and skills that are in demand in the labor market of today and in the future.*

Goals for Program Year 2012

Objective 1: *Increase opportunities for out-of-school youth to access career information and skills training*

- To expand the two (2) Youth One-Stop's outreach to other municipalities in Middlesex County.
- Continue to develop a general recruitment strategy to assist youth programs in finding eligible out-of-school youth.
- Continue to monitor and improve the service delivery system for youth through collaboration and cooperation among all appropriate agencies and institutions.
- Ensure the development and distribution of information regarding assets/resources/services available to out-of-school youth and their parents
- Strengthen linkages among workforce development and juvenile justice agencies and institutions

Objective 2: *Decrease the dropout rate for high school students to ensure a more productive workforce and self-sustaining individuals.*

- Provide secondary schools with accurate career information.
- Enhance linkages with high schools and the guidance counselors and the school based program personnel where applicable
- Seek funding to support the production of the NCADD anti-dropout play, FADE, so twelve (12) high schools can see the play.

Objective 3: *Increase opportunities for out-of-school youth to interact directly with employers*

- Organize networks of employers for both employment opportunities and feedback on needs.
- Develop opportunities with employers to expose youth to options and opportunities they might not otherwise have the opportunity to experience.
- Actively develop employment opportunities for out-of-school youth.

YOUTH INVESTMENT COUNCIL MEMBERSHIP

Program Year 2012

Earl Wiggley, Chair

Lauren Balkan
David Blevins
Sharyn Bonfonti
Charoulla Castanos-Beaton
Chris Criscera
Margaret Drozd
Robin Dupiche
Andrea Eato-White
Sherri Goldberg
Victoria Gorman
Stuart Grant
Charles Hager
Alan Haveson
Bertalan Kormann/Ellen Kurtz
Julio Leiva
Ushindi Lewis
Dawn Lystad
Andrew Marciano
Jorgie Otero
Mohamad Razzack
Senovia Robles
Evelyn Rosa
Jodie Sanzone
Jonathan Sanzone
Todd Schaper
Joe Scott
Martina Shubak
Mary Tarrant
Naomi Vliet

Sunny Delight Beverages Company
NCADD of Middlesex County
Paul Robinson Community School
Division of Child Protection & Permanency
Middlesex County Department of Human Services
Perth Amboy Adult School
Saint Peter's University Hospital
Edison Job Corps
New Brunswick Housing Authority
Jewish Renaissance Foundation
Magyar Bank
United Way of Central Jersey, Inc.
Middlesex County Family Court
Lee Linear Company
JFK Johnson Rehabilitation Institute
New Brunswick Tomorrow
NJ Youth Corps of Middlesex County
Middlesex County Vocational and Technical Schools
Perth Amboy Adult Education Center
Wild Greens Restaurant
YIC Adult Representative (Alternate)
Perth Amboy Adult School
Middlesex County College- New Brunswick Center
YIC Adult Representative
YIC Youth Representative
Youth Consultation Service, Inc.
Rutgers University
The Arenas at Woodbridge
Middlesex County Office of Children's Services
Middlesex County Office of Education

STATE REPRESENTATIVES:

Kirk Lew
Tom O'Connor
George Paffendorf

NJ State Employment & Training Commission
NJ Department of Labor & Workforce Development
New Jersey Youth Corps

LITERACY COMMITTEE

Overall Goal: To achieve a more literate adult community, who are therefore more productive members of the workforce.

Mission: To be a resource for the literacy provider community and the business community, so that additional literacy services are available to county residents and so that employers may have access to a more literate workforce.

| <i>Literacy Committee Goals & Objectives for Program Year 2012-2013</i> | <i>Measurable Outcomes & Delivery Date</i> | <i>Status</i> | <i>Impacts on People & Community</i> |
|--|--|---|--|
| <ul style="list-style-type: none"> Explore possible literacy grants with other partners for both the Community Learning Center and the County literacy partners, to expand range of services offered in the County. | Share information & explore collaboration on available grants, including: <ul style="list-style-type: none"> At least 2 foundation grants At least 2 state or national grants | In progress | Potential for more services |
| <ul style="list-style-type: none"> Keep the WIB and its partners aware of the impact of literacy skills on all business sectors, especially those considered priority by the WIB | <ul style="list-style-type: none"> Share current research/direct knowledge with the WIB. Form collaborations among literacy partners to provide services for any unmet needs. | Ongoing | Ensure residents are prepared for demand jobs with self-sufficient salaries |
| <ul style="list-style-type: none"> Continue to update the literacy services brochures and the literacy services web page on the existing Middlesex County Department of Workforce Development website. | Ongoing. Report to the committee as updates are made, and as new distribution partners are utilized | Ongoing | Citizens informed of available services in literacy |
| <ul style="list-style-type: none"> Advocate for literacy awareness on all government levels | Send letters to appropriate level of government on all issues affecting literacy and the workforce when funding or legislation is in question. Prepare information presentations/fact sheets as necessary to educate government officials. | Ongoing | Better legislation and funding for literacy services |
| <ul style="list-style-type: none"> Once the Montclair Study is officially approved by the SETC, work to implement the recommendations that will benefit the residents in Middlesex County by working with the Literacy Network. | Expanded literacy services throughout the county | Plan of action to be developed after approval of the recommendations by the state | More people capable of obtaining self-sufficient jobs with their improved literacy skills. |

LITERACY COMMITTEE MEMBERS

Program Year 2012

| | |
|--------------------------------------|--|
| <i>Gloria Aftanski, Chair</i> | <i>United Way of Central Jersey</i> |
| Baden Almonor | NJDOL&WD, Division of Programs & Services, Perth Amboy |
| Ana Class-Rivera | Middlesex County College |
| Melissa Cohen | Literacy Programs of New Jersey |
| Marlene Lederman | New Brunswick Adult Learning Center |
| Dawn Lystad | Middlesex County Vocational and Technical Schools |
| Senovia Robles | Perth Amboy Adult School |
| Jessica Tomkins | Literacy Volunteers of New Jersey |

STATE REPRESENTATIVES:

| | |
|----------------|--|
| Jonathan Cohen | NJ Department of Labor & Workforce Development |
| Tom O'Connor | NJ Department of Labor & Workforce Development |

BUSINESS OUTREACH TASK FORCE

Chair: Kathy Shaw

Meeting Date: Quarterly Basis
Staff: Jane Brady/Nina Rios-Rivera

Goal: Serve as a conduit and advocate for insuring high quality services and opportunities to the business community

| Business Outreach Task Force Goals for 2012 – 2013 | Responsibility | Resource | Measurable Outcomes | Current Status |
|---|--|--|---|--------------------------|
| Objective 1 : Provide quality employment services to the businesses in the region via the activities of the Business Resource Center. | | | | |
| ▪ Provide space and assistance for positive recruitments in both the New Brunswick and Perth Amboy offices. | BRC Coordinator | Space in the 2 One Stops | At least 36 positive recruitments/program year | On going |
| ▪ Solicit and enter job orders into the Jobs4Jersey software system. | BRC Coordinator and Job Developer | Job fairs, outreach activities, sector lists, cold calls, networking | Placement of 70% of our training program graduates | On going |
| ▪ Actively contact companies with the goal of expanding the available job openings for our job seekers. | Job Developer and Business Representative | Media, Referrals, Chambers | Increase the company database by 200 companies | On going |
| ▪ Collect evaluation forms from businesses serviced by the Business Resource Center and implement changes as appropriate to better serve the customers. | Business Development Manager | Survey Monkey | Changes implanted in procedures for better service per the recommendations of the companies | First survey in February |
| ▪ Assist businesses in developing accurate job descriptions for the job orders to maximize results. | BRC Coordinator, Business Development Manager | Knowledge of current human resource trends | Better referrals of people with appropriate skills | On going |
| • Through the partnership with the SBDC on the Livingston Campus of Rutgers, provide workshops and seminars for small businesses. | SBDC coordinator, Business Development Manager | Suggestions from companies, past program successes | 12 workshops for Small businesses | On going |

| Business Outreach Task Force Goals for 2012 – 2013 | Responsibility | Resource | Measurable Outcomes | Current Status |
|--|---|---|---|------------------------------|
| Objective 2: Increase awareness of the Business Services available through the One-Stop System. | | | | |
| <ul style="list-style-type: none"> ▪ Distribute the Business Resource Folders at business events throughout the county. | Business development Staff | Business folders | Distribute 500 packets in the program year | On Going |
| <ul style="list-style-type: none"> ▪ Update the pages on the official website to keep it current and useful to business. | Business Development Manager | County IT department | All information updated once a month | On going |
| <ul style="list-style-type: none"> ▪ Visit businesses in the region to personally explain the services. | Job Developer, Business Representative, BDU Manager | Referrals, cold calls, Chambers, Salesforce | On Site visits to 50 companies per program year | On going |
| <ul style="list-style-type: none"> ▪ Maintain membership in key Chambers of Commerce and other business groups. | WIB | County Chambers | Membership in 5 key business organizations | On going |
| <ul style="list-style-type: none"> ▪ Provide information via email blasts on a timely basis. | Business Development Staff | Company database | 10 email blasts per program year | Will begin in spring of 2013 |
| <ul style="list-style-type: none"> • Establish/maintain a relationship with the Business Action Center of the state and the Business Representative to enable them to market the services also. | Business Representative | Salesforce, BRC packet | BRC packet provided to BAC reps at least twice a year | On going |
| | | | | |

| Business Outreach Task Force Goals for 2012 – 2013 | Responsibility | Resource | Measurable Outcomes | Current Status |
|---|--|--|---|-----------------------|
| Objective 3: Maintain a database of contacted businesses in Middlesex County. | | | | |
| ▪ Continually update the business database used to note contact/outcomes by adding new contacts and following up on businesses already included to maintain the relationship with them. | BDU staff | Computer, BDU staff | 200 companies added to the database per program year | On going |
| ▪ Use the businesses in the database for focus groups, job fairs, advice on skills needed, etc. | Business Development Staff, WIB Director | Company database | Better information on employment opportunities for our counselors | On going |
| • Assist other partners as appropriate with information from the database. | Business development Manager and staff | Company database | More involvement of outside partners in job development for graduates | On going |
| Objective 4: Expand the understanding of workforce development in relationship to economic development in our region. | | | | |
| ▪ Provide essential workforce information to the county and the municipalities in the county for their planning and growth purposes. | BDU staff, WIB Director, MIS staff | All data from the various WIA programs in the One Stops, | Information provided by the county and municipalities is accurate | On going |
| ▪ Assist in the planning and coordination of events in the county that provide information for either expanding a business or encouraging businesses to locate in Middlesex County. | BDU staff, WIB Director | Federal/state and local statistics | Successful events with more companies locating in Middlesex County | On going |
| ▪ Through the Talent Network Coordinators, assist in providing helpful trend information relative to the priority industry sectors selected by NJ | Talent Network Coordinators | Talent Network Coordinators | Better informed staff and customers | On Going |

BUSINESS OUTREACH TASK FORCE

Purpose: The Business Outreach Task Force, established in 2010, is responsible for identifying, recommending and ensuring coordination, implementation and monitoring of the program needs and services required and/or requested by the business community.

Business Outreach Task Force Partners **Program Year 2012**

| | |
|---------------------------------|---|
| <i>Kathy Shaw, Chair</i> | Middlesex County Dept. of Business Development & Education |
| Baden Almonor | NJDOL&WD, Division of Programs & Services, Perth Amboy |
| Elliot Fishman | Middlesex County College, Job Developer |
| Jennifer Gonzalez | Middlesex County College, Job Developer |
| Maria Gonzalez | NJDOL&WD, Division of Programs & Services, New Brunswick |
| Alan Haveson | Lee Linear Company |
| Adrian Hughes | Hyatt Regency Hotel, New Brunswick |
| Veronica Jones | NJDOL&WD, Veterans Representative, New Brunswick |
| Adrienne Keaton | Middlesex County Office of Workforce Development, One-Stop Operator |
| Peggy Kotlarz | Middlesex County College, Job Developer |
| Maryann Lovas | Provident Bank |
| Beverly O'Shea | Eric B. Chandler Health Clinic |
| Dorna Silverman | Central Jersey Job Developers Association |
| Bernice Venable | Alphagraphics |

STATE REPRESENTATIVES:

| | |
|-----------------|--|
| Sharita Brown | NJDOL&WD, Business Representative |
| Robert Crawford | Talent Network - Financial Services |
| Angel Llerena | NJDOL&WD, Division of Programs & Services, New Brunswick |
| Michael Mangin | NJ Business Action Center |
| Chris Murphy | NJDOL&WD, Business Representative |
| Vin Samuel | NJDOL&WD, Labor Market Analyst |

BUSINESS OUTREACH STRATEGY

MIDDLESEX COUNTY WORKFORCE INVESTMENT BOARD

(WIB Endorsed - January 25, 2011)

INTRODUCTION

To enable the residents of Middlesex County to obtain self-sufficient employment and to enable business establishments in Middlesex County to have the skilled workforce essential to growth and profitability, the Middlesex County Workforce Investment Board's Business Outreach Task Force recommends the following action plan.

ASSUMPTIONS:

New Jersey will develop and implement a statewide marketing plan to more adequately disseminate information on the services available through the One-Stop Centers. Each local WIB area will be partners in this effort and make effective use of local media outlets for said marketing. This campaign will work to dispel the often held belief that government only works with companies in a punitive fashion versus a helpful fashion.

The MC WIB will receive accurate, timely information (at least once a month) regarding the following from the NJDLWD:

- Companies moving into the county with NAICS code, number of expected employees, contact information
- Companies who are moving either out of the county or out of the state with reason for move, NAICS code, number of affected employees
- Companies who have placed job openings on internet sites surveyed by software available to the state with job titles, skills required, address, NAICS code
- Upon request, within 48 hours, notifying us if a company is in arrears and therefore not eligible for government services
- New companies being established in the county with contact information, NAICS code

Information regarding possible job openings and/or possibilities for economic development within the county will be shared among all partners of the Task Force in a manner most consistent with assisting either the job seeker or the business.

The partners will work in coordination with one another to avoid duplication of effort and annoyance of the business community and to use all staff efficiently.

The Task Force will work to develop and will share an accurate listing of:

- all companies doing business in Middlesex County for the benefit of all partners, job seekers and supply and demand opportunities.
- all industrial parks within Middlesex County
- all employee leasing companies
- all employee staffing companies

The Task Force will develop priorities of industries to approach, either by location, or industry sector through knowledge and research of job openings or verifiable job growth. While this priorities list will be the focus of the outreach efforts, the team will be flexible and responsive to other companies such as those receiving customized training grants with new hire possibilities, contacts from municipalities, Business Access Center (BAC) information, etc.

The Task Force staff will make an effort to attend as many business/trade events as possible throughout the year by checking events at the NJ Expo Center in Raritan Center, working with all active Chambers of Commerce in the county, seeking collaborations with active ethnic organizations. These events will be used to expand our network of companies and distribute pertinent information.

The Task Force will work actively with the staff of the Business Action Center (BAC) in the Lieutenant Governor's office to both receive information on business development in Middlesex County and to provide information to the BAC about business in Middlesex County.

The Task Force will also work actively in sharing information with the County Department of Economic Development, especially during the Economic Development study commissioned by the Board of Chosen Freeholders in October of 2010 through October of 2011.

EXPECTED OUTCOMES:

The Middlesex County Department of Workforce Development will have a database of companies throughout Middlesex County for use by all partners, the state and local economic development agencies.

The Task Force will become more knowledgeable about economic development in Middlesex County and that information will be used to expand workforce development initiatives.

The training programs suggested by counselors to customers will be those that match the skill needs of the employers in Middlesex County. If there is a need for new training programs, the Task Force will work with Middlesex County College and the Vocational-Technical School to develop such new programs.

Employers will be familiar with the services of the One-Stop and there will be at least a 10% increase in job postings by the end of 2011 from that of 2010.

The Task Force partners who work in job development will have contacted at least 200 employers by the end of 2011. Information from these contacts will be shared in order to assist other partners in their work.

Counselors in both One-Stop locations (both ES and WIA) will become more knowledgeable about Middlesex County employer needs through regular updates (at least three (3) per location, per year) by the job developers.

DISABILITY COMMITTEE

INTERFACE BUSINESS ADVISORY COUNCIL OF THE JOHNSON REHABILITATION INSTITUTE

For over 25 years, Interface has taken an active leadership role in advocating for the rights and advancement of persons with disabilities. The Board consists of members from the local business community and JFK Johnson Rehabilitation Institute (JRI), who are committed to assisting individuals maximize their employment potential.

JRI is a leader in providing quality rehabilitation services. An affiliate of JFK Health Systems, JRI helps individuals become self-sufficient, and to achieve skills to live and work in their community.

Interface partners in an active role with the JRI Vocational Rehabilitation Department. Together they arm individuals with the ingredients to compete successfully in their career path and earn a livelihood.

Board members guide the Vocational Rehabilitation Department activities to help individuals transition from joblessness to employment, from dependency to self-sufficiency.

The core objective of Interface is to establish processes and implement best practices that capitalize on employment opportunities at their respective companies and connections in the business community. The Board supports the services of the Vocational Rehabilitation Department including: mentorship opportunities for participants of high school and adult career development programs, laboratory assistant and professional office skills training programs, vocational evaluation services, job hunt club, Career Options Day, and the assistive technology program.

BOARD MEMBERS

BioNJ Talent Network
British Petroleum
JFK Health System
Johnson & Johnson
Middlesex County Office of
Workforce Development
NJ Department of Labor

NJ Division of Vocational Rehabilitation
NJ TRANSIT
PSE&G
Underwriters Lab
US DOL, Office on Apprenticeships
US Environmental Protection Agency
Wakefern/ShopRite

WIB POLICIES ADOPTED

WIB POLICIES ADOPTED DURING PROGRAM YEAR 2012

(Does Not Reflect All Policies Adopted by the Middlesex County WIB)

April 30, 2013:

The Board approved the following items:

- 1) Definition of Self-Sufficiency: The definition of self-sufficiency is important under WIA. It must be defined by the WIB in order to provide job training services to the working poor. Self-sufficiency would calculate how much money employed/underemployed adults need to earn in order to meet their basic needs without any government subsidies, such as public housing or food stamps.

The current WIA income eligibility, as established by the federal government, is based on the Lower Living Income Levels as follows:

| | |
|-------------------------------|----------|
| Youth (Adult - Family Size 1) | \$11,490 |
| Family of Four | \$30,612 |

However, for Middlesex County, the federal government has determined that the level of self-sufficiency for a family of four (4) is \$43,731.

Based on the above information, the Middlesex County Workforce Investment Board approved the definition of self-sufficiency for a family of four (4) as \$43,731.

- 2) Additional Barrier for WIA Eligible Youth: In order for a youth to be determined eligible for WIA youth funds, they not only need to be low-income but are required by the State to have one (1) additional reason that they are unable to make it on their own. Members were provided a chart listing all the barriers that can be used, in addition to low-income, in order to be eligible for the WIA youth program.
- 3) Guidelines for Determining Suitability for Training: Members approved the list of guidelines to be used in determining suitability for a customer seeking WIA training funds.
- 4) Board Development Plan: Members approved the Board Development Plan which outlined how WIB members will be recruited.

January 29, 2013:

Placement Policy: The Middlesex County WIB has a policy that any training school on the approved list for our customers must maintain a placement rate of 70% as long as the unemployment rate in NJ is over 5%. Due to the prolonged time that unemployment has been over 9% in New Jersey, our primary schools particularly, but all schools actually, are finding it difficult to achieve that 70% placement rate. If we were to strictly adhere to that percentage, our customers would have very few schools to choose from for their preferred training. The WIB Director has requested the primary schools to increase their job search assistance to our graduates. WIB staff and the schools are also performing a quality control check on the records to be certain we have current information on each graduate.

The WIB also approved allowing the schools to place an individual within 9 months of their completion of the training and still receive the 20% hold back for placement, versus holding them to 90 days for placement.

Given the above information, the Middlesex County Workforce Investment Board considered the following policy change at the meeting of January 29, 2013:

While it is expected that all approved training schools will diligently work to achieve at least a 70% placement rate for our graduates, the WIB does not want to severely limit the training school options for the customers. Therefore, until further improvement in the employment opportunities in the labor market, WIB staff will request the school submit a corrective action plan describing how they plan to remedy the problem. Middlesex County WIB will not remove the training school from the approved list due to failing to meet the placement percentage of 70% unless the school refuses to cooperate with staff to improve their performance in this area. If a school is placed on the list for no referrals of students, WIB staff will work with the school to remediate the situation before removing that school from our approved list. The WIB will be informed of such action.

September 18, 2012:

The WIB Executive Committee endorsed the Planning Committee's recommendation from its September 5th, 2012 meeting as follows:

The Planning Committee discussed the decrease in the number of people coming into the One Stop since the REA is being provided by Middlesex County College on the campus in Edison. In light of this fact, the Planning Committee recommends the following changes to the **"Policy Changes for 2011-2012 Due to Funding Shortfall"**.

1. **Eliminate #2:** "No potential clients will be referred for a Career Beacon Training Workshop until they have been on UI for at least 16 weeks. Before clients are referred to us, they must take part in a resume and job search workshop."

Since there are no unemployment insurance extensions and people only have 26 weeks of UI, most people want to quickly move into a training program if they are deemed eligible and also take advantage of ABT (Additional Benefits while in Training) if the training lasts past their UI.

2. **Eliminate #3:** “When Metrix is appropriate for IT clients, that will be the ONLY training offered. It will not be considered a time holder until other training starts.”

Metrix may be used either as stand-alone training or as additional intensive service for folks enrolling in a traditional ITA.

3. **Modify 4A:** “If someone has marketable skills, they are to be denied training.”

This item will now read: “If someone has marketable skills, they are to be denied training unless, due to changes/advancements within their specific field since their original training, additional certifications/credentials are necessary to obtain employment in that field.”

4. **Modify 4I.** “No one with an advanced degree (above a Bachelor’s) will be eligible for WIA/WDP funds.”

This item will now read: “While very limited exceptions may be considered, no one with an advanced degree (above a Bachelor’s) will be eligible for WIA funds.”

All other policies on this policy form will remain in effect until further notice.

July 31, 2012:

In accordance with Training Employment & Guidance Letter 11-11, Change 1 and 2, the Office of Workforce shall require that any potential male customer, age 18 years or older, who is mandated to register for Selective Service unless exempt from registering, and seeks WIA funded services, shall be required to first produce a copy of the Selective Service Registration Form, or in the alternative, a Selective Service Status Information Letter. Once this letter is received and reviewed, if the individual has not registered and is under 26, he shall be required to do so. If over 26 years, the office will proceed to review if there was a failure to register, and if so, whether it was done knowingly and willfully. Once completed, a determination of eligibility and/or the provision of services will be rendered. This policy will be effective August 1, 2012.

SECTOR PRIORITIES

In May of 2006, the Middlesex County WIB adopted three (3) industry sectors as priority for training customers in our county: Healthcare; Transportation, Distribution and Logistics; and Information Technology. The first two (2) sectors were researched and the recommendations approved by the WIB are outlined below. The third sector, Information Technology, was placed on hold as the job market deteriorated drastically and the WIB did not want to encourage more training in the sector. With that sector now improving, and with information technology overlaying all sectors, the WIB staff will research the skill needs of that sector in 2012-2013 per the discussion at the November 2012 WIB meeting.

Implementation of Healthcare Sector Study

The method, activities and results of the first sector study, Healthcare, for the Middlesex County Workforce Investment Board was presented to the Board at the meeting held on April 24, 2007. The Board discussed the material presented by the WIB staff and expressed concurrence on the following statements:

- To achieve an impact on the broad need for more healthcare workers, especially in the four (4) occupations studied and nursing, a multi-year and multi-layered approach must be developed that includes parents, industry, schools, and incumbent workers with an emphasis on a career ladder.
- Guidance counselors and parents must be included in the information disseminated to ensure a young person is receiving helpful, accurate advice from those sources.
- Consideration must be given to funding training for instructors in the healthcare field to maintain quality education.
- A campaign emphasizing the “dignity of work” needs to be developed to build the concept that all work is important and worthy, not just those occupations that require an advanced degree.
- Standardized curriculum needs to be reviewed and enforced by the State of New Jersey for all the healthcare training providers on the ETPL so all trainees receive the correct training as expected and needed by the healthcare industry.

To implement the above ideas, the WIB will prepare and complete the following projects:

A school-year calendar including career development information for each month will be designed by staff, printed by County Reprographics and delivered to all schools in Middlesex County for distribution to all ninth grade students at the beginning of the school year. This calendar will begin the “Dignity of Work” campaign by using that title as the theme of the calendar. This calendar will also be placed in the guidance offices and town libraries. The County Superintendent of Schools will co-sign a letter to all superintendents requesting their cooperation in this project but it cannot be mandatory (see bullets 1, 2 and 4).

A Virtual Healthcare Institute will be explored by the WIB, MCC and the Vo-Techs to encourage more persons to enter the healthcare field by jointly using all the resources already available to the three (3) entities. The Institute will seek to expand options, make efficient use of current facilities, propose programs to fill in the gaps of needed healthcare occupation training, assist with marketing healthcare training programs at the institutions,

work with current providers to meet their training needs with the curriculum review and provide an avenue for additional funding for instructors/program (see bullets 1,3,4, 5).

Logistics Study Recommendations

The results of the Logistics Study were presented to the Board at the meeting held on April 15, 2008. The Board discussed the material presented by WIB staff and expressed concurrence on the following statements:

1. Work with the CDL Training Schools to establish minimum standards for the training program. These standards should be based on the Federal recommendations now being discussed for possible adoption by the US DOT.
2. Collaborate with Middlesex County College to continue the development of courses for specific occupations, career ladders and transferable skills within the logistics field.
3. Collaborate with Middlesex County Department of Transportation and KMM to increase available transportation for the labor pool for the various distribution center clusters in Middlesex County so the companies will remain and grow in Middlesex County.
4. Working with the County Department of Economic Development and the State of New Jersey, develop the locations of logistic clusters in Middlesex County to facilitate better outreach for job fairs, transportation, labor market information, training classes, etc.
5. Working with the Business Service Representative, encourage logistic companies to apply for customized training grants for training for their incumbent workers to enable their employees to move up the career ladder to self-sustaining wages.
6. Via the 9th grade calendar, provide information to students about the variety of occupations available within the field and the skills necessary (map reading, computer skills, etc.).
7. Assist the youth programs funded through MCDWD to provide information to their participants about the occupations and logistics field.
8. Outreach/Education Effort - Through collaboration with Middlesex County College, Heldrich Center and others, develop an outreach and education initiative on logistic career information.

INFORMATION FOR REPORT ON IT SECTOR EMPLOYMENT FOR WIB

The Middlesex County Workforce Investment Board authorized the study of the Information Technology sector as it relates to self-sustaining jobs currently and in the future at the meeting of November 13, 2012. Since this particular sector crosses all industry groups, the employment opportunities will not be sector specific but rather job responsibility/competency specific. For the purposes of this report, the following job titles will be included as these are the titles used in classified ads in the field and/or as training program categories or considered "hot jobs" currently.

| | |
|-----------------------------|--------------------|
| Business Analyst | JAVA |
| Computer Programmer | Programmer Analyst |
| Computer Systems Analyst | Software Engineer |
| Computer Security | Sharepoint |
| Computer Support Specialist | Systems Analyst |
| Database Administrator | Web Developer |

Very few of the in-demand jobs in this field can be obtained without at least a Bachelor's Degree. Since WIA does not provide funds for a four (4) year degree, we are limited in how we can assist an unemployed customer to obtain the necessary training for the in demand jobs. While we can offer courses to update skills for someone who has been in the field for many years, we cannot train someone who wants to move into this field from an entirely different occupation. Since much of the update training in this field can be obtained on-line, WIA can provide that assistance at minimal cost. The relatively new concept of the mini-MBA is another approach to provide updated training in a short time for those with degrees but lacking current applications.

The statewide projections for the IT field are relatively strong. However, since there is no standardization of job titles in this sector, or any other sector, it is very difficult to determine if those job postings actually match the job responsibilities in the state projections. With the constant dramatic changes in this field, job seekers must have transferrable skills that accomplish the tasks in multiple industry sectors. The concept of stacking credentials is essential in the IT field. This is very difficult from outside the working world and leads to using more targeted training for a specific company with specific requirements as the state is trying to accomplish with the Opportunities4Jersey NGO.

While there is an ample supply of training programs for non-degreed IT programs on the ETPL list, there are not many training programs to update skills for the in-demand areas of computer security and business/program analyst. Even programs for JAVA and Sharepoint, which we are told are much in demand, require the customer to choose from a limited number of training programs in our region (see Appendix B). However, please note that in 2012, we placed less than half as many people in information technology training in the five (5) priority areas than we did in 2011 (116 in 2011 versus 55 in 2012). Some of the customers were trained in areas that are questionable for employment, such as data entry and computer programmer, but since they remain on the in-demand we cannot prevent someone from choosing those training programs.

We do have the opportunity to provide educational licenses (cost of \$90.00/license for 90 days of access) to appropriate customers for on line training in a program called Metrix. From 2010-2012 our customers have taken over 150 different courses in information technology fields. Participants can also

take credential tests through the system when they feel ready to do so. One hundred ninety-two (192) customers have utilized this program since we started. One customer can take as many courses as they want to take during the time their license is valid. We recently signed a Master Agreement with Rutgers University so our customers may take on-line courses through their Center for Continuing Professional Development. Seven customers have used this training, including two of our at-risk, out of school, youth.

Computer support specialist and data entry are two (2) fields that appear to no longer be in demand. While computer support specialist is noted as NOT in demand, data entry is still listed as in demand on the list that we must use when counseling the unemployed. These were two (2) positions that did not require a four (4) year degree and their elimination further limits relevant IT training for WIA customers.

As noted previously, the ever changing demands of this sector make preparing for the jobs in the future almost impossible. We probably do not even know the names of some positions that will be in demand five (5) years from now. Expecting our training providers to be able to develop appropriate curriculum to meet the demands of new software, positions, etc., is extremely difficult. While Middlesex County College is always looking at new certificate programs that seem to offer employment opportunities, there are limits on time/funds/availability of faculty/ availability of lab space, etc. The proprietary schools have an even more difficult time adjusting to new demands as they need a minimum number of students to economically be able to offer a new training program. Planning a new course and then not being able to register the required number is expensive and time consuming. While we noted much work can be accomplished with on-line courses, research has shown hybrid courses including both on line and classroom instruction are the most effective. The mini-MBA programs at Rutgers are a good example of this and have shown a very high placement rate for the graduates.

RECOMMENDATIONS

1. Provide training for career development counselor staff in which information technology fields realistically provide the best career path to employment, including stackable skills and transferrable skills.
2. Increase the direct contacts with employers to keep current with skill needs in this field.
3. Provide information on Opportunities4NJ grants to employers and through collaboration with Middlesex County College.
4. Work with the training providers to increase the number of training possibilities in the targeted areas of computer security, JAVA, Sharepoint, Business/Computer analyst.
5. Encourage New Jersey to update the in-demand list so it matches actual employment opportunities.
6. Encourage the use of on-line training courses for those individuals who can learn in that environment.
7. Carefully monitor placement of customers completing training in the sector to ensure accurate information for the counselors, customers and state.

WIB EVALUATION PROJECT FOR 2012

ACTIVITIES OF THE MIDDLESEX COUNTY BUSINESS RESOURCE CENTER FROM JULY 2011-JUNE 2012

In June of 2011, the Middlesex County WIB became responsible for the personnel and activities of the Business Resource Center. Prior to that date, the State of New Jersey placed a Business Representative (BR3) in the Center as an in-house representative to enter job orders and facilitate positive recruitments in the Center. The State also had a Business Representative (BR1) in the New Brunswick One-Stop to contact companies through site visits and phone contacts. The State moved the BR1 person to another One-Stop in January and the in-house BR3 person retired in June.

The State was contacted to provide statistics regarding the activities of the two Business Representatives for the program year 2010-2011 but they were unable to provide complete information. The information they did provide is summarized in the chart below.

| | <u>BR1</u> | <u>BR3</u> |
|--|------------|------------|
| Employer Company Profiles Entered: | 39 | 72 |
| Job Order Taking | 87 | 460 |
| Job Order(s) Taking | 61 | 789 |
| On-Site Visit | 23 | N/A |
| Marketing Workforce Development Programs | 62 | 106 |
| Positive Recruitment | 5 | 114 |

We are unable to determine what some of these categories actually mean. Regarding the number of job orders entered, the state noted, "On this particular report, this is simply an activity transaction/count and not associated with a specific job order(s)". They further stated that even though employer contacts were to be entered into AOSOS, "it is clear the BSRs are not documenting this activity in AOSOS.

Taking this into account, we cannot use these numbers to compare or evaluate the Business Resource Center activities in program year 2011-2012 to the previous year when the Center was under state responsibility.

We also contacted a few other counties similar in size to Middlesex. Unfortunately, how each interpreted how to calculate their activities in certain categories was totally different, and thus cannot be compared. For instance, Monmouth interpreted "direct contact with employers" to include companies who attended job fairs, those at Chamber meetings and other association events. Monmouth information also did not include their Neptune One-Stop activities, only their Eatontown office.

Union County was assigned a new Business Service Representative in April of 2012. The previous BR was on family sick leave much of the first quarter of 2012.

We did not receive any of the requested information from Mercer County.

Taking the above into consideration, this report will only examine the activities since the Middlesex WIB became responsible for the Business Resource Center on July 1, 2011 through June 30, 2012. The report

will seek to determine the effectiveness of the Center, and if necessary, make recommendations for changes that will improve the services to our business community.

Job Orders Entered

While this was traditionally a function of the BRC, with the new state Jobs4Jersey website, companies are encouraged to enter their own job orders. Three hundred and ninety-eight (398) job orders were entered into the state system by members of the Middlesex County Business Development Unit, primarily by Margarita Mercado, the Business Resource Center Coordinator. Job Orders may also be entered by employees of the state Employment Services as well. Once a job order is entered, it is distributed to all appropriate personnel in the New Brunswick and Perth Amboy One-Stop Centers. Anyone from the public can also see the job order by searching the Jobseeker portion of the Jobs4Jersey website. The system also notifies jobseekers if their resume indicates they have the qualifications for the position.

Companies have not found the site to be user friendly so our staff encourages companies to give us the information and staff then enters the orders for them to ensure accuracy and timeliness of the order (see attached sample of form to be completed by the company regarding the open position(s)).

RECOMMENDATIONS:

1. All job orders should be entered through the BRC to ensure accuracy and wide distribution. No one else should enter job orders within the One Stop System.
2. When a job order is entered, it is distributed to the entire network distribution list that day.
3. Weekly case conferences should be held at each One-Stop Center to ensure referrals are being made. In recent research, staff randomly selected 100 job orders and found that 57 had no referrals either through On-Ramp or staff. Employers who don't receive any or at least a few adequate referrals will not continue to use our system.
4. Regardless of whether the company enters the order or the BRC enters the order, all job orders should be printed and distributed on a daily basis by the BRC Coordinator as time allows.
5. A staff member will be assigned to do a quality control check of job orders to make certain all relevant information is included. If anything is missing, the staff member will ask the BR or our job developer to contact the company if it was self-entered, or the staff member will contact the BRC coordinator if we entered it.
6. We will request the state to place an alert on the form used for self-entry to indicate which are critical fields to encourage more complete data.
7. OSC Staff/BR's will continue to encourage both, employer s and jobseekers to use J4J to its fullest in order to have a more accurate and robust database for matching jobseeker to employer and vice-versa.

Positive Recruitments

During the program year of 2011-2012, 55 positive recruitments were conducted by the BRC with 704 customers participating. Included in that number are a few very large recruitments for such companies as The Fresh Grocer, and the A and P. Unfortunately, we have no way of determining how many people interviewed during the positive recruitment were actually hired by the firms. While inquiries are sent, the response is negligible. By providing space for face to face interviews, advertising the recruitment in the two One-Stops, and even doing some email blasts, the BRC is able to provide appropriate candidates for the companies. Unfortunately, getting companies to hold recruitments in the Perth Amboy One-Stop is difficult due to the lack of parking.

Staffing agencies also take advantage of the opportunity for positive recruitments and the BRC worked to keep the lines of communication open throughout the year and to contact staffing agencies who have never used the BRC previously. At least eight (8) staffing agencies are now part of our network.

RECOMMENDATIONS

1. We will work to diversify the types of companies coming to the One-Stops for positive recruitments efforts to align with the seven priority industry sectors in New Jersey.
2. We will make a concerted effort to notify as many jobseekers, appropriate JJC members, TANF/GA jobseekers and our WIA graduates about the weekly positive recruitments.
3. We will invite staffing agencies in our region to a “meet and greet” so we can inform them of all the services at the One Stop and to encourage them to use the J4J site to recruit employees.

OUTREACH TO BUSINESS COMMUNITY

The pro-active phone outreach to potential new companies by the BRC Coordinator was not successfully implemented in this program year. While companies were contacted by the NJDLWD Business Rep and members of the Business Development Unit of the Office of Workforce Development by phone, visit and email with profiles developed and added to our internal company database by the BDU staff, the BRC Coordinator was not able to include this in her activities during the year.

RECOMMENDATIONS

1. Middlesex County will be divided into geographic areas to assist the BDU staff in scheduling visits to priority companies.
2. The BRC coordinator will be assigned companies to call on a weekly basis to increase the outreach.

INFORMATION FROM EMPLOYER SURVEYS

A ten (10) question survey via Survey Monkey was sent to all the companies actually contacted by staff or those who self-entered job orders. A copy of the survey is attached. While this was sent to 1500

companies, only 28 returned the survey after two (2) reminders. The return is too small to use for evaluation purposes, but most were pleased with the services provided as can be seen if the results attached are reviewed.

RECOMMENDATIONS

1. The negative comments concerning staff are difficult to remedy as we have no idea what staff (Perth Amboy Employment Services, New Brunswick Employment Services or BRC/BDU staff) were involved in the specific contact. We will certainly make all managers aware of the comments so corrective action can be considered, including setting or revising any current policy and procedures regarding how employers inquiries should be handled. It should be noted that there is a 24 hours employer response time policy for BRC/BDU staff.

INTENSIVE SERVICES

Once a customer indicates an interest in training, they attend a Career Beacon workshop. This workshop explains the possibilities for training and then the interested customers are scheduled for an assessment with a counselor. During the 2011 program year, 1,209 individuals attended the Career Beacon workshops (562 at the Perth Amboy One-Stop Center and 647 at the New Brunswick One-Stop Center) Not all customers who attend a Career Beacon workshop are deemed eligible for training and not all of those eligible chose to enter a training program.

TOP TWELVE TRAINING PROVIDERS FOR PROGRAM YEAR 2011

Middlesex County College
Avtech Technology
Ideal Driving School
Smith & Solomon School of Truck Driving
CDM Institute
Rutgers Center for Continuing Professional Development
E-Z Wheels Driving School
Lincoln Technical Institute
Impetus Systems & Careers
Promise Jobs Culinary School
Information and Technology Management
Winsor's Tractor Trailer School

TOP TWELVE OCCUPATIONAL TRAINING PROGRAMS

Truck, Bus and Other Commercial Vehicles
Administrative Assistant & Secretarial
Accounting Technician
Medical Billing/Coding Specialist
Management Information Systems
Medical/Clinical Assistant
Culinary Arts
HVAC/A/C Refrigeration & Heating
Computer Programming Applications
Nursing Assistant & Patient Care
Security & Loss Prevention Services
Business Administration & Management

BUSINESS DEVELOPMENT UNIT

The Business Development Unit (BDU) was created in the Office of Workforce Development (formerly the Department of Workforce) to implement a Business Development Initiative to assist trained graduates in obtaining employment. The BDU was responsible for developing an extensive database of company contacts which would be dispersed among the staff and the NJ Department of Labor and Workforce Business Representatives (BRs) in order to assist in placement and understanding the skill set needs of the companies in our region in addition to helping companies fulfill their job vacancy needs. It is the intent to have the companies segregated and assigned to staff within the BDU and the Employment Services staff. Although initially we attempted to assign companies by sector, given that some of the state sectors are not necessarily in great demand in our region, it was decided to assign them geographically to the BR's and BDU. However, we shall continue to work on creating a team of industry specialists for those sectors in demand in our area.

Part of this effort has been initiated with the identification of hundreds of companies within Middlesex, and the creation of a Master Business list. This list includes all confirmed staffing agencies, industrial parks, and companies, both large and small. We are constantly adding to the list new companies that we become aware of through a variety of sources. The list is being used to identify those we have reached out to and those we still need to reach out to that have not used our services in the past. Part of the outreach is to provide information on the new **Jobs4Jersey** tool which allows companies to create, at no cost, an account and do self-entry of job opening. It also will identify prospective candidates for the employer's positions and forward an email to the jobseeker about the vacancy so that if they have an interest they can show their interest by using the J4J tool. We also provide information on all the services available through the Business Resource Center, such as grants; i.e., Skills4Jersey, Opportunities4Jersey, wage reimbursement programs, aka on-the-Job training, tax credits, incentives, and state EDA funding opportunities, as well as forward information on events that maybe of interest to them.

During the program year 2012, despite a reduction in staff due to the BR being re-assigned to us only half-time and while this is reflected in some of the outcomes, overall, the BDU/BRC had great outcomes. The positive outcomes the BDU has had since its inception can be correlated to the aggressive outreach that was initiated and is reflected in our numbers.

| <u>Service</u> | <u>2011-2012</u> | <u>2012-2013</u> | |
|-------------------|------------------|------------------|----------------|
| Recruitments | 55 | 91 | (60% increase) |
| Job Orders | 398 | 382* | |
| Employer Visits | 198 | 136** | |
| Employer contacts | 505 | 804 | (62% increase) |

- Note the decrease is indicative of the effort to have companies do self-service by entering their own job posting versus the BDU staff.

** This number reflects a decrease due to the NJ BR being on special assignment and only available half time to do visits.

The placement of WIA grads within 6 months of graduating from a training program has been steadily increasing. The results of the Middlesex County WIB contract with the Middlesex County College (MCC) has also shown that having a job developer dedicated to assisting WIA graduates of training programs at MCC has increased job placement for them. This effort will continue with the BDU and the MCC contract, as well as sharing our job postings and jobseeker info with other job developers who are part of the Business Outreach Task Force of the Middlesex County WIB.

To assist jobseekers/grads with their search for employment, seminars are offered year round that focus on employer requirements, resume writing, job search and interviewing techniques, social media, and trends in the workforce. Seminars are also offered to businesses and individuals who seek self-employment as an option to full time employment. We have worked with the SBDC to provide these business seminars both in English and in Spanish.

BDU staff participate and network year round in business events, meetings, Chamber of Commerce events, and continuously seek collaboration with other organizations such as the SBDC, Business Action Center (BAC), other government entities and community based organizations in order to increase our visibility, make our services known and to exchange knowledge and information about the issues surrounding our employers and workforce in the County so that this can be shared with the Task Force and used if necessary to develop workforce development initiatives.

One such initiative that occurred was when the BDU/BRC observed that there were numerous “sales” type positions being entered into J4J. Companies were concerned that individuals while interested did not necessarily have the requisite skill sets for the job. The Office of Workforce pursued this matter with Middlesex County College and created and offered a Sales training to individuals who wanted to pursue this as a career. Initiatives such as these are what the Task Force hopes will help enhance the skills sets of our job seekers.

As the economic climate changes and trends are observed, the BDU will take this under consideration as it continues its outreach to employers and jobseekers and in planning its service offerings for the upcoming year.



WORK FIRST NEW JERSEY PROGRAM

The Work First New Jersey (WFNJ) Program of Middlesex County operates under the administration and direction of the Middlesex County Department of Workforce Development, in accordance with the regulations of the Federal Government and the State of New Jersey. The WFNJ Program is designed to serve eligible Temporary Assistance to Needy Families (TANF) and General Assistance/Food Stamp (GA/FS) recipients who are referred to WFNJ by the Middlesex County Board of Social Services. From July 1, 2011 through June 30, 2012, the WFNJ Program has been implemented through annual Agreements between the Middlesex County Freeholders and two (2) primary Vendors. Middlesex County College (MCC) has served the central/northern half of Middlesex County while the New Brunswick Adult Learning Center (NBALC), a unit of the New Brunswick Board of Education, has served the central/southern sections of the County.

Most cash assisted recipients are required to participate in employment and work readiness activities. The activities which are contracted through the above named Vendors are:

1. Job Search Assistance Program (JSAP)
2. Community Work Experience Program (CWEP)

In addition to these activities, the Vendors have been contracted to provide Engagement and Reengagement Services to increase participation in WFNJ activities by clients referred by the Middlesex County Board of Social Services.

JSAP is an organized employment-directed Program in which participants engage in activities with the immediate goal of obtaining full-time, unsubsidized employment. All non-deferred welfare recipients are required to engage in Job Search. This program is directed to the individual participant's needs and local job market conditions, and may provide services in either group or individual job seeking activities, or in combination. The Job Search training cycle for TANF participants must be for a minimum of thirty-five (35) hours per week for a maximum of four (4) weeks. A participant may engage in Job Search for an additional eighty hours within a one year period of the original Job Search period but not consecutive to that period. The requirement for GA/FS clients is essentially the same as TANF except that the hourly requirement is 30 hours per week.

Basic job readiness activities are combined with Job Search in order to enhance the effectiveness of Job Search activities for those who require world-of-work skills development and/or need an introduction to, and an appreciation of employment norms. Job readiness activities are a fully integrated component of Job Search and assist participants in becoming familiar with work place expectations while developing a positive attitude towards employment. Specific areas of service may include, but are not limited to, life coping skills, dressing for work, interviewing skills, completing employment applications, time management and interpersonal skills. It is paramount that the program ensures that the participant can interpret and complete job application questions and is otherwise able to make a proper presentation for employment.

CWEP consists of work experience with public and/or nonprofit employers combined with classroom training program components. The program is designed to provide participants with the experience necessary to adjust to and learn how to function in an employment setting.

The Program offers the opportunity to combine work experience and education and/or occupational skills training in a fully integrated program. Upon completion of the program, participants should have attained sufficient skills to enter entry-level unsubsidized jobs, occupational training or on-the-job training programs.

CWEP programs, inclusive of classroom activities, are housed in two geographic areas: New Brunswick and Perth Amboy. CWEP worksites are located throughout Middlesex County. CWEP is required to operate at a minimum of thirty-five (35) hours per week for TANF recipients and thirty (30) hours per week for GA/FS recipients, respectively. Training program designs accommodate a minimum twenty five (25) hours of work experience with a maximum of ten (10) hours of classroom training for TANF participants, and twenty (20) hours of work experience and ten (10) hours of classroom training for GA/FS participants. The CWEP training cycle is designed for a maximum of twenty-six (26) weeks and operates on an “open entry/open exit” enrollment model. Programs also have the capability to provide limited full-time community work experience positions for those individuals who have secured part-time employment. CWEP also provides positions for those who are enrolled in higher education and require additional hours of participation in order to meet the minimum program requirement of hours per week.

CWEP programs emphasize that all participants are required to actively and continuously seek employment during their enrollment in CWEP activities. The educational components of CWEP are designed to address workplace literacy issues which result in participant workplace competencies and basic computer literacy.

Referral, Enrollment, and Placements in full-time employment in Program Year 2011 for TANF and GA/FS populations are as follows:

| <u>TANF</u> | | |
|--------------|-------|--------------------|
| Referrals: | 3,474 | Enrollments: 1,664 |
| | | Placements: 320 |
| <u>GA/FS</u> | | |
| Referrals: | 4,736 | Enrollments: 1,815 |
| | | Placements: 152 |

The **financial support** to implement the Work First Activities is through a combination of Federal and State funds allocated by the New Jersey Department of Labor and Workforce Development (NJLWD). The combined value of the Agreements awarded to NBALC and MCC for Program Year 2011 is \$919,297.

When sufficient WFNJ funds allow for expansion of enhanced educational services to clients that are consistent with clients’ need and work readiness, Agreements have been executed with Middlesex County College. Basic Computer Skills has been taught either on a monthly basis or as part of a short term workshop involving up to six classes within a month. This workshop was specifically tailored to address clients with little or no computer knowledge or skills. At a time when many employers utilize application procedures online, it was essential that all job seekers be capable of using computers to complete their job search process. It is

not feasible to incorporate this training into the Job Search Programs without additional resources.

Funds are available through the WFNJ allocation on an annual basis to pay for Vocational Educational Training for clients enrolled in the WFNJ program. In addition to those funds, the WIB has access to training programs funded through a grant by the US Department of Health and Human Services and conducted by the Middlesex County College. The following is a summary of vocational training placements and estimated costs for clients in the WFNJ program:

FUNDED BY WFNJ

| | | | | | |
|-------|----|----------|----------|----|----------|
| TANF: | 16 | \$56,051 | GA/SNAP: | 11 | \$39,585 |
|-------|----|----------|----------|----|----------|

FUNDED THROUGH FEDERAL GRANT

| | | | | | |
|-------|----|-----------|----------|----|----------|
| TANF: | 20 | \$103,257 | GA/SNAP: | 19 | \$86,013 |
|-------|----|-----------|----------|----|----------|

YOUTH ONE -STOPS

In 2009, in response to the WIB adopting the policy that we only use youth funds for out-of-school youth, the Middlesex County WIB opened a Youth One-Stop in Perth Amboy at the location of the One-Stop, 161 New Brunswick Avenue. Having a separate space for the youth to interact with staff, as well as classroom space for work readiness skills training, has enabled the youth staff to more effectively assist WIA eligible youth in career education and career training options. Building on the success of the Perth Amboy Youth One-Stop, a second Youth One-Stop was opened in 2010. The New Brunswick Youth One-Stop was moved to the One-Stop Career Center at 550 Jersey Avenue in the fall of 2011.

With a full-time “In House” youth staff of five (5) people and three (3) additional programs operated by Middlesex County College; 164 WIA eligible at-risk youth were enrolled in the WIA funded programs. In addition to a full-time youth staff of five (5) people that includes Basic Skills, Work Readiness and Individualized Training Accounts (ITA’s) for training in labor demand occupations; Middlesex County College also operated three (3) programs including GED Preparation and Work Readiness for Program Year 2012-2013.

In July, 2012, the WIB’s Youth Investment Council initiated the Middlesex County Workforce Action Group (MCWAG). This new innovative program enables Youth participants, ages 18 - 21, to enroll in an On the Job Training program (OJT) for a three month period. With the assistance of a Job Developer, the youth participant is interviewed and if accepted into the program enters into a three (3) month contract with a local employer. At the end of the three (3) months, the employer has the option to hire the participant full-time with additional support for another three (3) months from the MCWAG Program.

While we continue to recruit and fund the above noted offices and programs, a third GED Program through Middlesex County College became operational in Carteret in the summer of 2012.

Continuing outreach is being conducted with local Probation Officers, the Juvenile Justice System and local high schools in order to provide services to more “At Risk Youth”. The Middlesex County WIB continues to have a Memorandum of Understanding (MOU) with the New Jersey Juvenile Justice Commission to provide career, training and employment services to all youth returning to a Middlesex County Community from a state incarceration facility. This MOU was first signed in December 2005 and continues to be renewed each year.

Industry Tours and Financial Workshops were put into place in PY 2012 - 13, and we will continue to expand on them for PY 2013 -14. This year our youth participants will attend tours at Rutgers University, Wakefern Corporation and Roosevelt Care Center in addition to other sites to learn about careers in the health field, maintenance (electrician, plumbing and HVAC) , business (computers), security and many other fields.

Leadership skills were completed by our students organizing and completing food and clothing drives throughout the community.

We had our 2nd annual GED graduation ceremony in May, 2013 for youth from our programs who obtained their GED. It was a joyous evening with family and friends in attendance.

Our goal for 2013-2014 is to serve 175 out-of- school youth. To facilitate on-going communication, the staff visits each high school guidance department each year and provides calendars with dropout packets to be given to students who dropout. Follow-up contact is made with these students, using the information provided when the school notifies the WIB (per state regulations) of the students who dropout.



LEARNING LINKS
Program Year 2012

COMMUNITY LEARNING CENTER

Middlesex County WIB supports two (2) Learning Links through funds from the N.J. Department of Labor and Workforce Development for assistance to those customers needing to improve their reading and/or math skills prior to enrolling in a training program or seeking employment. With one (1) Learning Link in the New Brunswick One-Stop and another Learning Link housed in the One Stop Career Center in Perth Amboy, customers can access the computer assisted training and certified instructors for either morning or afternoon instruction session.

These sites serve approximately 100 customers each per year with each person studying for two (2) to sixteen (16) weeks, per their individual need.

PARTNERSHIPS

PARTNERSHIPS

HEALTHCARE WORKFORCE COUNCIL

Through the SETC appointment of Executive Director Jane Brady to the Healthcare Workforce Council, the Middlesex County WIB has the opportunity to participate in the discussions surrounding a \$150,000 planning grant awarded to the SETC regarding the healthcare workforce in New Jersey. This Council will formulate a planning document to assure the availability of the highly skilled workforce needed for the healthcare sector in New Jersey. As Healthcare is one of the priority sectors selected by the Middlesex County WIB in 2007, the work of this Council will enable the MC WIB to further its knowledge and scope of the needs of this sector for our customers as well.

NORTH JERSEY HEALTHCARE CONSORTIUM

Middlesex County is one (1) of ten (10) counties in a consortium awarded a \$24,000,000 five (5) year federal grant in October of 2010 to train 4,000 incumbent healthcare workers and 1,000 low income unemployed workers for the healthcare sector. Working directly with the ten (10) county colleges and their specific offerings in this grant, the Middlesex County One-Stops will refer appropriate individuals to the programs at the county colleges, with all costs covered by this grant, rather than by WIA funds.

PRODUCTS & PROJECTS

PRODUCTS & PROJECTS

The brochures providing information on the various basic skills and ESL programs in the county are printed in seven (7) languages.

A Career Calendar for all 9th grade students is printed and distributed each year in July. This calendar provides information on various career options, self sufficiency information and skills information. It is distributed in all public middle/high schools in Middlesex County.

We developed an on-line Career Beacon program which allows our clients to access the Career Beacon information on their home computers, complete the various components, and then print a certificate verifying their understanding of the information. Rather than one of our counselors having to do an on-site workshop for all our clients on a weekly basis at both offices, this on-line version enables our clients to obtain the necessary information to understand the training possibilities when they have the time and will allow our counselors to see more clients on a weekly basis.

For 2012-2013, we scheduled four (4) industry visits for our out-of-school youth. This enabled the youth to better understand the real world of work in various sectors. This will be continued in future years.

The WIB endorsed the low bid contract with Delta Group of Mechanicsburg, Pennsylvania for an economic development study of Middlesex County. This study, in coordination with the Middlesex County Department of Economic Development, was completed in late fall of 2011.

The Business Resource Folder was updated and is given to all business contacts. This folder includes pertinent information not only on the business services of the One-Stop Career Center, but also important state information to enable the companies to grow in our region.

We actively partnered with the libraries in Middlesex County to present workshops for job seekers in their facilities and to provide written information materials for their customers.

The department website (www.co.middlesex.nj.us/employment), located within the Middlesex County website, is in Spanish and English.



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